

AGRICULTURAL SALES CONTEST

Purpose of the Contest

The marketing of agricultural products is a key to profitability in today's competitive economy and agricultural sales play a major role in the marketing process. Through this contest, students will have the opportunity to prepare for *careers* in sales by participating in a wide range of activities oriented around the total sales process.

Objectives

- I. Understand and demonstrate the professional sales process in agribusiness
 - A. Preparing to sell
 1. Targeting customer buying
 2. Customer buying motives
 3. Product information
 - B. Developing sales skills
 1. Approaching the customer
 2. Determining customer needs and wants
 3. Planning a feature-benefit sales presentation
 4. Making a feature-benefit sales presentation
 5. Handling customer objections
 6. Closing the sale
 7. Suggestion selling and reassurance
- II. Develop abilities to utilize knowledge of advertising and promotion in agricultural sales
 - A. Value of promotion in agriculture
 - B. Use of advertising in agribusiness
 - C. Role of different types of advertising media
 - D. Design agribusiness displays
 - E. Construct agribusiness displays
 - F. Maintain and increase the effectiveness of agribusiness displays
 - G. Develop written and illustrated messages using broadcast media

- III. Develop the ability to complete job application
- IV. Demonstrate the ability to successfully interview for an agricultural sales position
 - A. Grooming
 - B. Dress
 - C. Poise
 - D. Attitude
 - E. Knowledge related to product
- V. Identify career options in agricultural sales and determine specific entry requirements

Contest Format

The model agricultural sales contest will consist of three parts: an objective test, oral sales presentation, and two practicum. The contest will be a team event consisting of three or four students. All team members will participate in the test, job description and interview, and product sales components of the contest. The contest will consist of 400 total possible points per team member: test, 100 points; product sales, 200 points; practicum: job description and interview, 100 points. The top three student scores will be used as the team score. Should a tie occur in the team score, the tie will be broken by the high individual score. If the tie cannot be broken using the high individual score, the highest written test score will be used. If a tie still exists, the high sales presentation score will be used to break the tie.

Prorated percentage-scoring basis:
Example:

	<u>Judge 1</u>	<u>Judge 2</u>	<u>Judge 3</u>
Judge's high score for any student	190	175	160
Student A	175		
Student B		170	
Student C			160

Using numerical scoring among these three students, student A would have the highest score (only because judge # 1 gives higher scores in general). Student B would be second and Student C would be third within this group.

Using percentage scoring:

Student A would have a score of 184 $(175/190) \times 200$

Student B would have a score of 194 $(170/175) \times 200$

Student C would have a score of 200 $(160/160) \times 200$

Student C would rightfully have the high score among this group, Student B would be second, and Student A would be third.

Formula: Student = $\frac{\text{Points given for student by a judge}}{\text{Points Maximum points given by that particular judge}} \times 200$

Percentage Scoring insures fairness between judge's scores without penalizing students for drawing a judge with a lower scoring scale.

PART I - PRODUCT SALES

- A. Each participant will conduct a product sales presentation (200 points/contestant). The product sales presentation should be conducted as a one-on-one interactive sale to a consumer. The selection of the item to be sold and project summary sheet will be prepared and submitted prior to the contest.
 - 1. Each team member from a school may sell the same product; however, each team member must have his/her own brochure, sample, or actual product to use for the sales presentation.
 - 2. No electricity will be available or may be used during the sales presentation. Battery operated equipment is acceptable at your own risk.
 - 3. Actual items may be used for display or demonstration; however, no set up time will be available. Pictures, samples, small scaled replicas, and/or brochures may be used as a part of the sales presentation where it is impractical to bring the actual product.
- B. Official FFA dress is required.
- C. The contestant will select an agricultural product representing one of the seven instructional areas:
 - 1. Agricultural Mechanics
 - 2. Agricultural Production
 - 3. Agricultural Products and Processing
 - 4. Agricultural Supplies and Services

- 5. Forestry
- 6. Natural Resources and Rural Recreation
- 7. Ornamental Horticulture

- D. Each contestant will provide a copy of all written/brochure information used in preparation.
- E. Two copies of the contestant's product summary sheet (see Item A), resume, and a job description (see Item B) will be given to the contest coordinator at the time of the state contest.
- F. The product summary sheet (see Item A) must be typed and may be single or double spaced.

Contest name	Warranty
State of situation, circumstances, locations, etc.	Service availability
Representing (company-chapter)	Demonstration of function
Product to be sold	Competitors and pertinent information
Features of the product	Price
Product structure	Closing statement or method

- G. Each contestant will be allowed 10 minutes for his/her presentation with a verbal time warning at 7 minutes. The presentation will conclude at 10 minutes. Judges will be allowed to ask questions for clarification during the sales presentation.
- H. The product sales presentation will operate with four or more judges. No two team members will be judged by the same judge. The order of presentation for each judge will be randomly drawn. A person may be designated by the contest coordinator to be a timekeeper if needed.

PART II - OBJECTIVE TEST

The objective of the Agricultural Sales Contest is designed to test team members' understanding of the professional sales process, the role that selling plays in the marketing of agricultural products and the knowledge possessed by students relative to the content areas of advertising and promotion, customer relations, product displays, telephone skills, market analysis and customer prospecting, job application and interviewing for a sales position. The objective test should reflect questions obtained from the references listed.

- A. Team members will work individually.
- B. The test will consist of 50 multiple-choice questions with 50 minutes allowed for completion of this section of the contest.
- C. 100 points are allowed for this section of the contest. Two points per question.
- D. The test will be based on the attached list of references.

PART III - PRACTICUM

Each contestant will complete the practicum in the contest.

1. Job Description and Interview (100 points)

Each team member will be required to complete a job description for the job in which they will interview (40 points) and a job interview (60 points). **A resume is to be brought by each contestant to accompany the job description.** Again, four or more judges will conduct the interviews with no two team members from the same school being interviewed by the same judge.

- A. Each contestant will identify a job area in which they are applying.
 - 1) Feed/Seed/Fertilizer Chemical Sales (even years)
 - 2) Agricultural Equipment Sales (even years)
 - 3) Agricultural Computer/Software Sales (even years)
 - 4) Agricultural Supply/Parts/Services Sales (even years)
 - 5) Forest Products and Sales (even years)
 - 6) Lawn and Garden Center Sales (odd years)
 - 7) Animal Health Product Sales (odd years)
 - 8) Livestock and/or Livestock Equipment Sales (odd years)
 - 9) Florist/Nursery Sales (odd years)
 - 10) Agricultural Promotion and Advertisement (odd years)
- B. Only the actual and factual information about each contestant should be used on the job application (no fictitious information is to be used).

- C. The judge's name will be given to the contestant prior to the interview so the judge/ interviewer may be addressed by name.

CONTEST RULES

1. Team members will work individually.
2. A 10% penalty will be assessed per individual not in FFA official dress as identified in the current edition of the FFA Manual (contest superintendents will enforce).

Scoring Summary		
	Individual	Team
Sales Presentation	200	600
Test	100	300
Job Description and Interview	100	300
TOTAL	400	1200

Judging Needs: 4 judges for Sales Demonstration, 4 judges for Job Interview, and 1 (optional) judge for Job Application.

AGRICULTURAL SALES CONTEST REFERENCES

Required Reference

- Agricultural Business Sales, Marketing and Management (1997), Curriculum Guide, Instructor (10-9203-I), Student (10-9203-S), Instructional Materials Laboratory, University of Missouri, Columbia, 2316 Industrial Drive, Columbia, MO 65202. Phone: 800-669-2465.
- Downey, Jackson, Stevens. Agri-Selling. Century Communications, Inc., 1984. Publishers Address: 5520-G West Touhy Ave., Skokie, IL 60077.
- Class Handout will no longer be available as they are included in the curriculum revisions

Optional References

- Ditzenberger & Kidney. Selling-Helping Customers Buy. South-Western Publishing Company, Cincinnati, OH, 1986. Stock Number: S-20, Phone: 800-543-7972.
- Sampson & Little. Advertising Planning and Techniques. South-Western Publishing Company, Cincinnati, OH, 1985. Stock Number: D-20, Phone: 800-543-7972.

- Sampson & Little. Visual Merchandising - Planning and Techniques. South-Western Publishing Company, Cincinnati, OH, 1985. Stock Number: D-21, Phone: 800-543-7972.

Miscellaneous Information

Students may not participate in the Ag. Sales Contest and Prepared Public/Extemporaneous Speaking Contest.

Item A
Product Summary Sheet

Contestant's Name _____	Product _____
School _____	Product Price _____
School # _____	Representing _____

Statement of situation, circumstances, location, etc.:

Features of the product:

Service availability:

Warranty:

Demonstration of function:

Competitors and pertinent information:

Closing statement or method:

Product Sales Presentation

Evaluation Criteria

A. Pre-approach

1. Project Summary Sheet
2. Preparation for sale
3. Product knowledge

B. Approach

1. First Impressions
2. Create customer attention
3. Determine customer wants
4. Establish rapport

C. Demonstration

1. Feature and related customer benefits
2. Allow customer to participate
3. Attempt trail closes

D. Handling possible customer objections

1. Identify customer objections
2. Handle customer objections

E. Closing the sale

1. Ask for the order
2. Recognize closing opportunities

Name: _____

Contestant No.: _____

School: _____

School No.: _____

PRODUCT SALES PRESENTATION SCORE CARD				
	Excellent	Good	Fair	Contestant Points
Pre-approach (60)	60-48	47-32	31-16	
Approach (20)	20-16	15-9	8	
Demonstration (60)	60-45	44-32	31-16	
Customer Objections (20)	20-16	15-12	11-8	
Closure (40)	40-32	31-20	19-8	
Total Points	200			

Item B

JOB DESCRIPTION

Contestant's Name_____ **Contestant No.**_____

School_____ **School No**_____

Job Interest Area (see Part III Practicum 1. A.)_____

Job Title _____

Job Description:

Competencies Needed For This Job:

Match your competencies/strengths to this job:

Job Description and Interview Practicum

One entry level retail sales job area (see Part III - Practicum 1. A.) will be selected by each contestant and given to the interviewer/judge as well as the job description prior to the contest. The contestant will select one job area and complete a job description, which effectively outlines the position in which they are applying. A resume is to be brought by each contestant to accompany the job application. A job interview will test the participant's ability to communicate. On the job description, student resume, and job interview, the student shall provide only actual and factual information (no fictitious information, experience, or activities should be used).

The job description and resume are worth 40 points and the job interview 60 points. Twenty minutes will be given to complete the job application. Ten minutes will be allowed for the interview.

Name: _____ Contestant No.: _____

School: _____ School No. _____

AGRICULTURAL SALES CONTEST/JOB DESCRIPTION AND RESUME SCORE CARD		
	Possible Points	Contestant Points
Job Description	15	
Personal Information/Occupational Goal	5	
Education/Experience	10	
Completeness/Neatness/Grammar	5	
Overall Impression	5	
TOTAL POINTS	40	

Name: _____ Contestant No.: _____

School: _____ School No. _____

AGRICULTURAL SALES CONTEST/JOB INTERVIEW SCORE CARD		
	Possible Points	Contestant Points
Appearance	5	
Introduction	10	
Knowledge of job	15	
Poise	10	
Grammar	5	
Response to Questions	15	
TOTAL POINTS	60	